

PATENT  
Attorney Docket No. 10761.1527-00

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
Stephen Dull et al. ) Group Art Unit: 3624  
Application No.: 10/804,720 ) Examiner: Parker, Brandi P.  
Filed: March 19, 2004 ) Confirmation No.: 7513  
For: BRAND VALUE MANAGEMENT )  
)

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT AND RESPONSE**

In reply to the Final Office Action mailed February 3, 2010, the period for response being until May 3, 2010, and accompanied by a Request for Continuing Examination, please consider the following:

**Amendments to the Claims** are reflected in the listing of claims in this paper on page 2.

**Remarks/Arguments** follow the amendment sections of this paper on page 16.